**GOVERNMENT OF ANDHRA PRADESH**
**ABSTRACT**

School Education – Implementation of Centrally Sponsored Scheme "Padhna Likhna Abhiyan" – Administrative approval-Accorded- orders-Issued.

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SCHOOL EDUCATION (PROG.III) DEPARTMENT

G.O.RT.No. 73 Dated: 12-03-2021.
Read the following:-

Ref: 1. From the DAE, A.P., Lr.Rc.No.655/B2/ DAE/2018, Dt. 20.10.2020
2. From the DAE, A.P., Lr.Rc.No.655/B2/ DAE/2018, Dt. 11.01.2021

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**ORDER:-**

In the reference 1st read above, the Director of Adult Education, Andhra Pradesh, has informed that the Government of India, have issued guidelines for implementation of Centrally Sponsored Scheme of Padhna Likhna Abhiyan Scheme and the Project Approval Board has approved the scheme for implementation of Basic Literacy Programme in the age group of 15+ in Andhra Pradesh for the F.Y.2020-2021. She has therefore, requested the Government to give administrative sanction for implementation of the scheme of Padhna Likhna Abhiyan duly utilizing existing structures of school education Dept., with the financial norms of the scheme in 13 districts of the State. Salient features of the scheme are as follows:-

1. A target of coverage of 3.20 lakh Non-literates in the age group of 15 + for the year 2020-21 for 13 districts in the State.
2. State Literacy Mission Authority will continue to administer and implement the scheme at the State level and District Literacy Mission will administer at District level. Block Education Officer may implement the scheme at the block level.
3. All Panchayath Raj Institutions involved at G.P/ Mandal/ Z.P level.
4. Convergence with the activities of Self Help Groups, Rural Women and Child Welfare, SC/ST Welfare, Forest & Agriculture and other Departments.
5. The total cost of the Programme for the year 2020-21 is Rs.7.41 crores with a sharing pattern of 60:40 between the Central and State.

Contd…

2. In the reference 2nd read above, while enclosing the Management Structures of committees for implementation of PLA Scheme, the DAE., AP., has informed that as per the guidelines of Government of India, committees at various levels have to be constituted to supervise and implement the Centrally Sponsored Scheme "Padhna Likhna Abhiyan" at District level/Mandal level/Town level and requested to constitute the committees.

3. Government after careful examination of the proposals, hereby (i) accord administrative approval for implementation of the centrally sponsored scheme " Padhna Likhana Abhiyaan" in 13 Districts of the State to Cover 3.20 lakh Non-literates in the age group of 15 + with a sharing pattern of 60:40 and(ii) permit to constitute the Committees at District level, Mandal/Town level and G.P.level, as per Annexure appended to this order, for implementation and supervise the Centrally Sponsored Scheme "Padhna Likhna Abhiyan", duly utilizing the services of Adult Education staff in the Scheme.

**4**. The Director of Adult Education, Andhra Pradesh and District Collectors are therefore, requested to take necessary action accordingly.

**(BY ORDER IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

**B.RAJSEKHAR IAS**
**PRINCIPAL SECRETARY TO GOVERNMENT**

To
The Director of Adult Education, A.P.
The District Collectors in the State.
Copy to
The Panchayat Raj & Rural Development Department, AP., Secretariat, Amaravathi (with a request to issue suitable instructions to the Chief Executive Officers and District Panchayat Officers concerned).
The Commissioner of Panchayat Raj Department, A.P., Amaravathi.
The Publicity cell, A.P., Amaravathi.
The Joint Secretary (AE) and Director General, National Literacy Mission Authority, Govt., of India, New Delhi.
The PS to Minister of Education, A.P., Amaravathi.
The PS to Prl. Secretary to Govt., School Education Department, A.P., Amaravathi.
The PS to Prl. Secretary to Govt., PR &RD Department, A.P., Amaravathi.
SF/SCs.

//FORWARDED::BY ORDER//

SECTION OFFICER

# Annexure

## (To G.O.Rt.No.73, School Education (prog.III) Dept., dt. 12.3.2021)

## District level:

**District Literacy Mission Authority (DLMA)**

District Literacy Mission Authority (DLMA) will be the apex body to implement the scheme at district level.

**Composition of the Governing Body**

**Chairperson –** Incharge Member of State or Zilla Parishad Chairman or Member of Parliament.

**Member Secretary**: District Magistrate.

**Members**: MLAs, MP and Officers. 10

**Composition of the Executive Committee**

**Chairperson -** District Magistrate

**Vice Chairman –** CEO, Zilla Parishad

**Member Secretary** - District Educational Officer/Deputy Director of Adult Education.

**Members –** Principal, DIET, Deputy Director of Adult Education, Selected Town, Block and Gram Panchayat Presidents (of which at least 50% women), District Heads of the selected departments, Educationists and Social Workers, Representatives of civil society and CSR sector.

The mandate of the DLMA will be as under:

• Approval of Action Plan of Blocks/Towns and preparation of Annual Action Plan of District.

• Supervision over District Centre for Literacy (DCL) in DIET.

• Overall implementation of the programme, supervision and administrative control over sub-district/block level/town level implementation agencies including panchayats/municipal bodies, in both rural and urban areas.

• Planning of district level campaign for literacy, strategy for Community Mobilization and IEC activities, communication of strategy to all schools / colleges / panchayats / municipal bodies and undertaking mass mobilization & environment building activities.

• District Quality Monitoring System with the help of District officials, academicians and experts for quality inspection of literacy classes and reports on thrice a year basis.

• Organizing Block/Town level meetings to review the programme and monitoring of the programme.

• Creating the work chart and role definitions for participating agencies such as learners, educators, supervisors, teachers, evaluators, panchayats, wards, etc.

• Preparing the annual district calendar.

• Organizing supply of teaching learning material to Supervisors/ Educators / Panchayats/Wards,etc.

• Supervising teaching learning activities.

• Conducting district level literacy assessment test.

• Placing all relevant information of the programme in the public domain for periodic social audit.

• Maintaining Learners-Educator-Supervisor database and providing it to the SLMA as well as ensuring web based entry of data on the portal.

**Block/Mandal Literacy Mission Committee (BLMC)**:

Block/Mandal Literacy Mission Committee will work under overall supervision and administrative control of the District Magistrate.

**Composition of the Committee**

**Chairperson –** Block/ Mandal Development Officer

**Member Secretary -** Block/Mandal Educational Officer

**Members –** Block/ Mandal level Officer of stakeholder departments, selected Head Masters, Coordinators of CRC, selected College/School teachers, Representatives of the Community and Civil Society.

The mandate of the BLMC will be as under:

- Preparation of Block level Literacy Plan
- Supervision of literacy classes.
- Coordination with Gram Panchayats.
- Community Mobilization and IEC activities.
- Monitoring the programme at block level.
- Maintaining Block wise Learners-Educator-Supervisor data and providing it to DLSS as well as ensuring web based entry of data.
- Conducting the Basic Literacy Assessment Test, periodically

**Town Literacy Mission Committee (TLMC)**

Town Literacy Mission Committee will work under overall supervision and administrative control of the District Magistrate.

**Composition of the Committee**

**Chairperson –** Executive Officer of Urban Local Bodies

**Member Secretary –** Officer in-charge of education in the area of Urban Local Body (Municipal Corporation/City Corporation/Mahanagar Palika/Mahanagar Nigam/ Nagar Nigam)

**Members -** All Women elected Representatives of the Urban Local Body (Municipal Corporation /City Corporation/Mahanagar Palika /Mahanagar Nigam/ Nagarnigam College/School Teachers, Representatives of the community and Civil Society.

The proposed mandate of TLMC will be as under:

- Preparation of Town level literacy Plan.
- Preparation of Urban Local Body level Literacy Plan.
- Supervision of literacy classes.
- Coordination between Ward level and School level agencies.
- Monitoring the programme at Urban area.
- Maintaining urban area wise Learners-Educator-Supervisor data and providing it to DLMA as well as ensuring web based entry of data.
- Community Mobilization and IEC activities.

**PRI and Educational Committees:**

Education Committes of PRIs at Zilla panchayath, Block/Mandal Panchayath, Gram Panchayath and Town/Municipal body will be involved in the implementation and monitoring of the programme which will also be a standing agenda in the monthly meetings of Education Committees and General Bodies. Social audit will be carried out by Gram/Town sabha as per provisions of Panchayat Raj Act.

**B.RAJSEKHAR IAS**
**PRINCIPAL SECRETARY TO GOVERNMENT**